Director of eCommerce Sales

(Company Introduction & Description)

The Role

This position will lead eCommerce efforts within (COMPANY NAME), including leading a cross-functional team to drive onsite engagement and conversion and drive sales throughout the lifecycle. You will be a key member of the Marketing leadership team and will be responsible for managing activation, conversion, and sell-in targets for (COMPANY NAME). To achieve your goals, you will lead and manage a high-performing team to rapidly iterate and optimize the onsite funnel and marketing tactics in a dynamic competitive environment.

In this role, you will work directly with various departments across (COMPANY NAME) to develop media strategies, monitor and assess performance of the ecommerce site, and optimize the onsite experience via test and learn. These teams include but are not limited to Product leaders and marketing partners, Marketing Analytics, our internal creative agency, and the Digital Center of Excellence.. As an active member of the Marketing leadership team, you will be a model for executional excellence, a creative problem-solver and a respected thought leader who sets the tone of high performance within the organization.

Responsibilities

- Lead the team responsible for the end-to-end experience on the ecommerce site including, but not limited to information seeking, new and former customer carts, account management and upsell, and cancel flow
- Partner with Product, Design, Development, and Operations teams to ensure that the product strategy is aligned with Sling's brand and overall company goals
- Act as the expert on the competitive landscape within the cross-functional team
- Speak with customers to identify pain points and come up with creative solutions
- Educate the marketing department on the "how" and "why" of the product to inform marketing tactics
- Schedule testing and launch strategies for each new iteration of the product
- Own the planning and management of content on the ecommerce site
- Monitor daily conversion rate and product sales targets closely, and strategize how to meet them through planning, testing and optimization of site content
- Partner closely with our creative team to request, ideate, and give feedback on creative assets needed to support site goals

- Understand where and how traffic is being driven to our site and how to deliver a seamless, conversion-driven experience on site
- Analyze and report on site metrics, using insights to identify opportunities and chase them down

Requirements

- Bachelor's degree from a 4-year university or equivalent combination of education and experience
- 10+ years of experience including 5 years related experience in eCommerce merchandising
- Adept at handling multiple competing priorities and duties in a fast-paced, results driven, changing environment, with minimal daily oversight
- Exceptional verbal and written communication skills; proven ability to communicate effectively and influence all levels of staff
- Working knowledge and usage of Adobe analytics (or Google Analytics); expertise in analytics preferred
- Experience managing large teams of diverse professionals
- Strong customer and employee orientation
- Demonstrated ability to recruit, develop, and retain top talent